

Message Text

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PAGE 01 QUITO 02677 252153Z
ACTION ARA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----260405Z 114370 /12

R 252114Z APR 77
FM AMEMBASSY QUITO
TO SECSTATE WASHDC 4053
USDOC WASHDC
INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 2677

E.O. 11652: N/A
TAGS: BEXP, EC
SUBJECT: FY 1977 CCP: END-OF-SECOND-QUARTER REPORT

REF: QUITO 2418

1. AS MENTIONED IN REFTTEL, CONSIDERABLE PROGRESS ON THE FY 1977 COUNTRY COMMERCIAL PROGRAM FOR ECUADOR WAS ACHIEVED DURING THE SECOND QUARTER. THE EXCEPTIONS ARE DETAILED BELOW. IN THE FINAL PARAGRAPH BELOW WE PRESENT DATA SHOWING SIGNIFICANT INCREASES IN THE TWO POSTS' OUTPUT OF COMMERCIAL REPORTS AND OTHER CCP-RELATED ACTIVITIES DURING JAN.-MARCH 1977 AS COMPARED WITH THE SAME QUARTER OF 1976.

2. A FOREIGN BUYERS GROUP WAS NOT ORGANIZED TO ATTEND THE POWER TRANSMISSION DESIGN SHOW AT THE END OF OCTOBER 1976 (CAMPAIGN 1, ACTION 5). IN PLACE OF THIS ACTION, HOWEVER, WE WOULD CONSIDER ARRANGING A FOREIGN BUYERS GROUP IN CONNECTION WITH THE OCT. 25-27, 1977, POWER TRANSMISSION DESIGN SHOW IN CHICAGO.

3. AN INECEL GRANTEE WAS NOT NOMINATED FOR TRAVEL TO THE U.S. UNDER THE INTERNATIONAL VISITOR GRANT PROGRAM, BECAUSE NO OPENING EXISTED (CAMPAIGN 1, ACTION 6).

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4. AN UNUSUALLY HEAVY WORKLOAD AND UNANTICIPATED PERSONNEL SHORTAGES PREVENTED US FROM UPDATING THE ADL METALWORKING MARKET STUDY (CAMPAIGN 2B, ACTION 8). HOWEVER, SOME INFORMATION HAS BEEN COLLECTED WHICH WILL BE USED AT A LATER DATE FOR A PIMS OR AN AIRGRAM REPORT ON THE METALWORKING INDUSTRY SUB-SECTOR.

5. CAMPAIGN 3, ACTION 3, WAS NOT DONE AS STATED. HOWEVER, WE PLAN TO SUBMIT TRADE CONTACTS DEVELOPED AS A RESULT OF SUBSEQUENT USE OF THE CATALOGS THAT WERE SENT FOR JUNE 1976 CONSTRUCTION INDUSTRY CATALOG SHOW.

6. A FOREIGN BUYERS GROUP WAS NOT ORGANIZED TO ATTEND THE INTERNATIONAL BUILDING EXPOSITION IN NOVEMBER OF 1976 (CAMPAIGN 3, ACTION 5). INSTEAD, WE WILL INVESTIGATE THE POSSIBILITY OF ORGANIZING AN FBG TO ATTEND THE INTERNATIONAL PUBLIC WORKS CONGRESS AND EQUIPMENT SHOW IN CHICAGO, SEPTEMBER 10-15, 1977.

7. AN FBG WAS NOT ORGANIZED IN CONNECTION WITH THE FEB. 1977 FARM MACHINERY SHOW (CAMPAIGN 5, ACTION 2). BUT IN ITS PLACE WE WOULD LIKE TO PROMOTE THE WORLD DAIRY EXPO IN SEPT. 1977. EMB AND CONGEN WILL DISCUSS THIS, PLUS POSSIBILITIES IN PARAS. 2 AND 6, AND SUBMIT CCP AMENDMENTS BY MARY 13.

8. A NUMBER OF EFFECTIVE NON-CCP ACTIONS WERE CARRIED OUT DURING THIS PERIOD IN BOTH QUITO AND GUAYAQUIL, SUCH AS SUPPORT FOR THE SUCCESSFUL STATE OF ILLINOIS AGRICULTURAL MACHINERY AND EQUIPMENT IOGA TRADE MISSION.

9. FOLLOWING ARE DATA ON THE MISSION'S OUTPUT OF VARIOUS CATEGORIES OF COMMERCIAL REPORTS AND OTHER ACTIVITIES DURING THE QUARTER, AS COMPARED WITH THE SAME QUARTER OF 1976. DESPITE THE ABSENCE FOR ALMOST ALL THE PERIOD OF ONE COMMERCIAL OFFICER IN THE THREE-OFFICER QUITO COMMERCIAL

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SECTION, AND DESPITE THE CONTINUED IMPOSITION OF GOE IMPORT CURBS, THE TREND WAS UP SIGNIFICANTLY IN MOST CATEGORIES.

JANUARY 1 - MARCH 31
FY 1976 FY 1977

| | | |
|---------------------------------|------|------|
| PRIVATE TRADE OPPORTUNITIES | 36 | 51 |
| (EMB) | (28) | (34) |
| (CONGEN) | (8) | (17) |
| FOREIGN GOVERNMENT TENDERS | 12 | 15 |
| (EMB) | (8) | (6) |
| (CONGEN) | (4) | (9) |
| EARLY WARNING REPORTS | 3 | 4 |
| (EMB) | (3) | (2) |
| (CONGEN) | (0) | (2) |
| AGENT/DISTRIBUTOR SERVICE (ADS) | 6 | 9 |

REPORTS"

WORLD TRADERS DATA REPORTS (WTDRS) 64 52
(EMB) (29) (29)
(CONGEN) (35) (23)

LICENSING OPPORTUNITIES/

JOINT VENTURES 2 2
(EMB) (0) (2)
(CONGEN) (2) (0)

POST-INITIATED MARKET STUDIES (PIMS)" 0 2

NEW MAJOR PROJECTS REPORTS 0 0

EXHIBITS/SEMINARS 1 4
(EMB) (0) (1)

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(CONGEN) (1) (3)

"ADS REPORTS AND PIMS ARE PREPARED JOINTLY BY EMBASSY
QUITO AND CONGEN GUAYAQUIL.
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